



UNLOCKING THE UGANDA MARKET

BY SAT INSIGHTS UNIT
(Based on 2025 Data & Insights)



SOUTH AFRICAN TOURISM



SAT MPIF Primary Source Markets

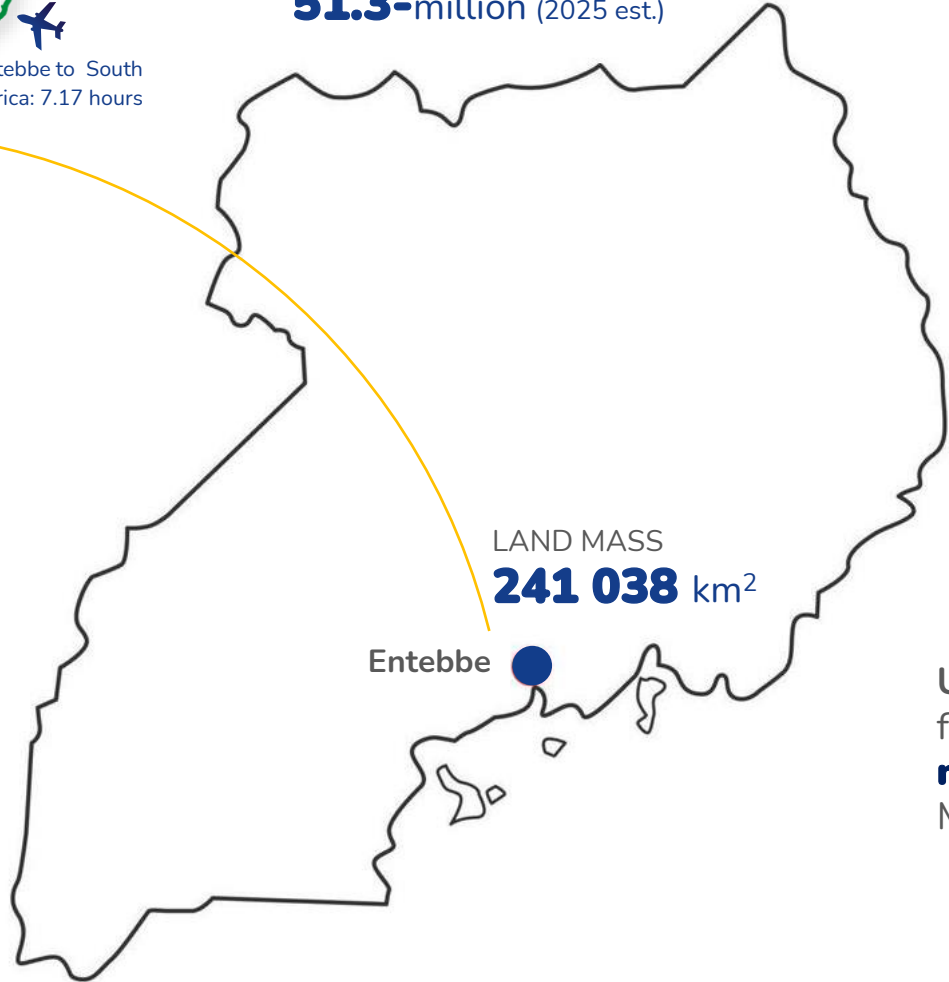
Secondary Markets: Angola; DRC; Ghana; Tanzania; Ethiopia

Uganda facts



POPULATION

51.3-million (2025 est.)



93 % of arrivals to South Africa occur by Air

Uganda's outbound travel for 2025 is estimated at **1.43 million**. South Africa has a Market Share of **1%**.



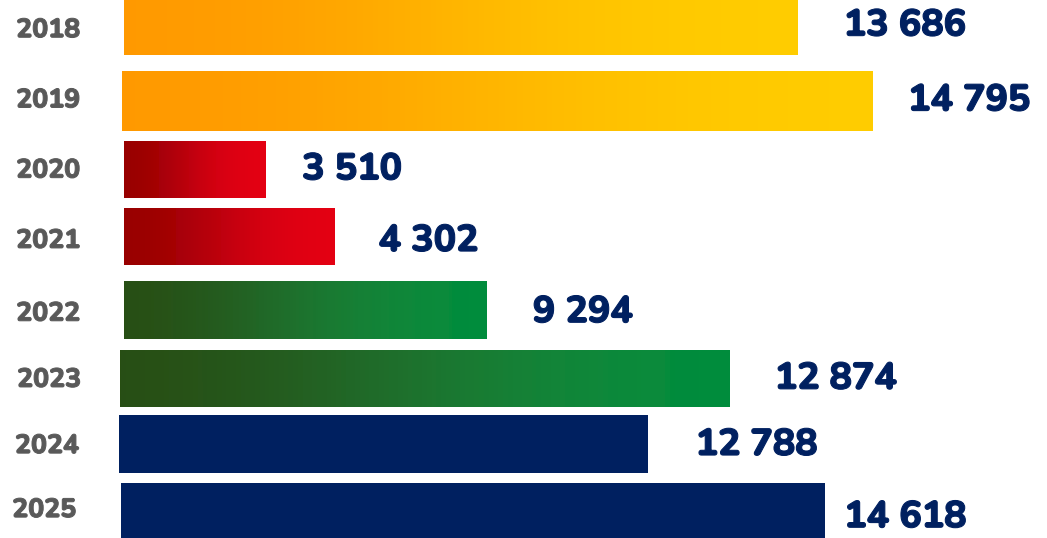
Arrivals to South Africa from Uganda in 2025:

14 618



In 2025, total foreign direct spend from the Ugandan source market amounted to **R274 million**, a year-on-year increase of 17.5%. Average spend per visitor increased by 4,1%, increasing to **R20 400**.

Uganda travel trends



Growth Rate (2024 vs 2025): 14%

Profile of Ugandan arrivals



Purpose of visit:
MICE, Holiday
and **VFR.**



Length of stay:
14.7 days



Gauteng is the #1
destination, followed by
the Western Cape.



Mostly travel
alone.



Most likely to
be **male.**



More likely to be **repeat**
travellers than first-time
visitors.

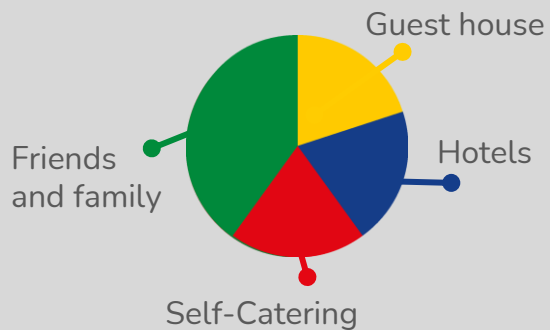
> 25
< 50

Mostly aged between
25 to 50 years

± **R20 400**

On average,
they spend
R20 400 per
tourist

Where do Ugandans travellers mostly stay?



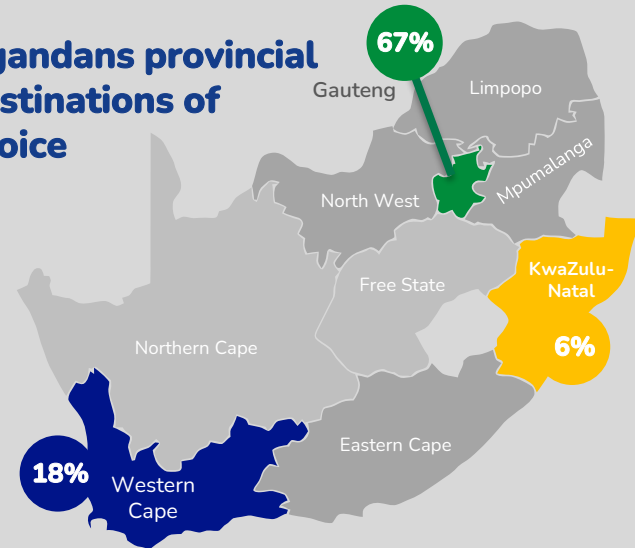
Ugandans preferred activities



Ugandans preferred attractions

Sandton City/Mandela Square
V&A Waterfront
Table Mountain

Ugandans provincial destinations of choice



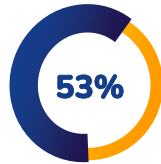
How Ugandans first became aware of South Africa (Top 3)

- Recommended by a friend/colleague/family member
- Went for a specific recreational purpose
- Recommended by travel influencers

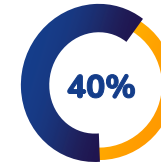


100% recall seeing advertisements about South Africa

How they plan and finalise trips to SA



53% Start planning about the destination 3 to 6 months before the trip.



40% finalise their trip to the destination 1 to 2 months before the trip.



Reasons for Visiting South Africa for Leisure

- Variety of experiences
- Value for money
- Beautiful scenery
- Welcoming people
- Experiencing a different culture



Reasons for Visiting South Africa for Leisure

- Another appealing Destination
- Concerns for personal safety
- Concerns about health risks

South Africa's Top 4 Competitors in Ugandans



Egypt



UK



USA



UAE



South Africa is the Uganda's **#1 market for having welcoming people you can interact**



South Africa is the Uganda's **#1 market for offering a wide variety of experiences**

Role of Media Channels



79% rely on **Friends/family** when selecting a destination



55% use **Travel agent/tour operators** to make their travel bookings



Channels used when researching a trip (Top 5)



79%
Friends/family



70%
Travel agent/tour operators



53%
Social media/
instant messaging services



45%
Travel review websites



25%
Online news,
articles, blogs, etc.

Channels used/referred to when booking a trip (Top 5)



55%
Travel agent/tour operators



54%
Friends/family



50%
Online travel aggregators



40%
Social media/
instant messaging services

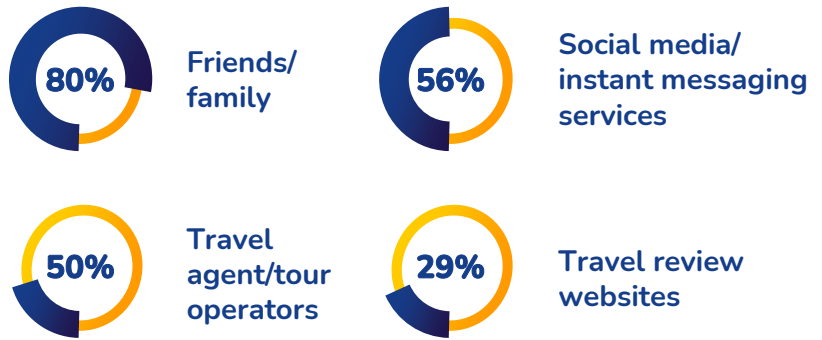


28%
Travel review websites

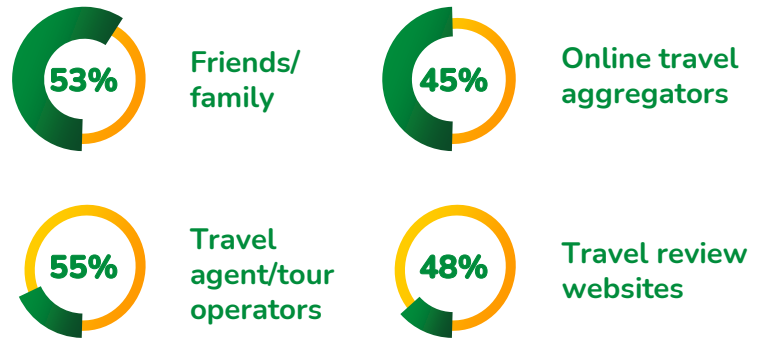
Role of Media Channels



Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



Source: SAT Brand Tracker

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